

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 W

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R 031654Z DEC 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 577

INFO AMEMBASSY BELGRADE

AMEMBASSY VIENNA

AMCONSUL ZAGREB

AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS MADRID 7566

E.O. 11652: N/A

TAGS: BEXP SP

SUBJ: ADVANCED METALWORKING AND METALFINISHING EQUIPMENT
TECHNICAL SALES SEMINAR

REF: STATE 260408

1. EMBASSY AND CONSULATE BILBAO AGREE SCHEDULED STOP REF
SEMINAR BILBAO 10-14 JUNE 1975. BILBAO CENTER OF STEEL,
POWER GENERATION EQUIPMENT, LOCOMOTIVE, AND METALWORKING
EQUIPMENT INDUSTRIES. ALSO IMPORTANT LOCATION MANY OTHER MAJOR
END-USERS.

2. SINCE BILBAO HAS NO COMMERCIAL OFFICER, EMBASSY WILL WORK
VERY CLOSELY WITH CONSULATE THIS PROMOTIONAL ACTIVITY.
EMOFF AND CONSUL BILBAO MADE INITIAL VISIT BILBAO CHAMBER
OF COMMERCE, AMERICAN CHAMBER OF COMMERCE IN BILBAO, AND
TWO MAJOR END-USER COMPANIES.

3. BILBAO CHAMBER OF COMMERCE OFFERED USE OF SUITABLE CONFERENCE
LOCATION AT NO CHARGE BUT SITE LACKS TRANSLATION FACILITIES.
WOULD BE BEST CHOICE IF COMMERCE PREPARED BRING ALL NECESSARY
TRANSLATION EQUIPMENT. LOCAL HOTEL OFFERS CONFERENCE ROOM
EQUIPPED SIMULTANEOUS TRANSLATION FOR APPROXIMATELY \$440
PER DAY. THIS INCLUDES TRANSLATOR, MICROPHONES, BOOTH,
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ETC. OTHER POSSIBILITIES BEING EXPLORED.

4. GENERAL ELECTRICA ESPANOLA, LEADING POWER GENERATION EQUIPMENT AND TRANSFORMER MANUFACTURER, EXPRESSED STRONG INTEREST IN AMERICAN METALWORKING EQUIPMENT ESPECIALLY NUMERICALLY CONTROLLED MACHINES. SAID THEY SENT MEN "AROUND THE WORLD" LAST YEAR SEEKING SPECIFIC NUMERICALLY CONTROLLED EQUIPMENT. THEY PURCHASED SOME BUT NEED MORE. IMMEDIATE NEED FOR VERY LARGE HORIZONTAL DRILL (ESTIMATED COST ABOUT \$1 MILLION).

5. ECHEVARRIA, S.A. LEADING STEEL PLANT PRODUCING MAINLY SPECIALTY STEELS. CURRENTLY MANUFACTURING STEEL PIECES FOR USE AMBITIOUS NUCLEAR POWER STATION CONSTRUCTION PROGRAM. BUYS ALMOST ALL MACHINERY FOR THIS PRODUCTION OUTSIDE SPAIN. MACHINERY MUST BE ABLE MAINTAIN TIGHTEST TOLERANCES IN INDUSTRY. COMPANY VERY INTERESTED IN LATEST OFFERINGS AMERICAN METALWORKING EQUIPMENT.

6. WE BELIEVE SEMINAR VISIT BILBAO WILL BE SUCCESSFUL BOTH IN REACHING TARGET MARKET AND OPENING BILBAO AS NEW AREA FOR COMMERCE SPONSORED PROMOTIONAL ACTIVITIES.
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